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RETAIL

Mr Porter launches holiday gift curation with emphasis on little luxuries'

November 3, 2020



MrPorter's holiday gift guide is now live. Image credit: MrPorter

By LUXURY DAILY NEWS SERVICE

Menswear retailer Mr Porter has launched its holiday campaign as ecommerce players are poised to have a record season.

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Mr Porter's "Give A Little Luxury" campaign features luxurious gifts, including home furnishings, watches and other goods including some which are exclusive to the retailer that can be enjoyed in the comfort of home after a long year for many consumers. Featured brands include Cartier, Loro Piana, Mulberry, Tom Ford and more.

A little luxury

Home gifts include a Ralph Lauren Home leather chess set, glassware sets from The Wolseley Collection and Pendleton blankets and linens.

The luxury timepiece lineup includes watches from 24 brands, including IWC Schaffhausen and Piaget. Mr Porter is also retailing exclusive and limited-edition watches from Bell & Ross, Panerai, Roger Dubuis and Vacheron Constantin.



MrPorter is positioning itself as an ecommerce destination for luxury watches. Image courtesy of MrPorter

Mr Porter and its sister platform Net-A-Porter have partnered with Watches & Wonders to bring luxury watch brands directly to consumers, as Swiss watchmakers continue to make up for lost time in the digital arena. Fourteen watchmaking houses will be sold through Net-A-Porter and Mr Porter, positioning the Richemont-owned retailers as one of the leading online destinations for fine watches ([see story](#)).

As the holiday season approaches, Mr Porter will debut its annual holiday issue of The Post on Nov. 5. Starting on Nov. 25, the retailer will publish weekly dedicated holiday stories in its digital magazine The Journal.

A print gift guide from Mr Porter and Net-A-Porter will also be mailed to existing clients.

Consumers who want to complete their holiday shopping in-person can visit Mr Porter's appointment-only showroom in London, pending coronavirus restrictions. Services available at space include alterations, luxury shoe shining and gifting personalization.

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